



OAK KNOLL RANCH SEO REPORT

6/100 Domain Score = Very, Very Bad for SEO :(

66 organic viewers per month - January, March, and May have the highest traffic.

Critical Errors

- 2 pages have a low word count, which makes it hard for Google to understand what the content is about
 - **Solution:** Add more content so that it isn't considered "thin content" and has a better chance of ranking. In general, the average web page that ranks on page 1 of Google contains 2,200 words.
- 5 pages without an H1 heading in code; tells Google what page is about.
 - **Solution:** Add an H1 tag to your pages that are relevant to the content. Try to include keywords in the H1 tag and limit each page to just one H1 tag.
- 3 pages with no meta description; the meta description lets people know what to expect on the page they are about to open.
 - **Solution:** go through site content and add relevant and unique meta descriptions to each page to increase the chances of curious searchers to click through to the content.

Site Speed

- **Mobile:** 8 seconds of loading time; poor.
- **Desktop:** 3 seconds; excellent.

66 Backlinks

- Incoming hyperlinks from other websites to this domain
- No Follow (referring domains) Links: 23
- <https://www.stylemepretty.com/2013/08/02/springtown-texas-barn-wedding-from-dyan-ke-thley-meredith-bacon/>
- <https://forums.theknot.com/discussion/28385/rustic-barn-wedding-venue-help-in-fort-worth-and-surrounding-areas>

Top SEO Keywords (in chronological order)

- oak knoll
- wedding venues Weatherford tx
- Weatherford wedding venue

- the oak wedding venue
- Springtown epigraph
- wedding venue Burleson tx
- wedding ranch near me
- oak knoll ranch
- rustic wedding venue DFW
- rustic texas wedding venues
- wedding venues in azle texas
- wedding venues in azle tx
- red barn retreats
- rustic wedding venues Dallas
- DFW wedding chapels
- ranch for weddings in texas
- ranch wedding texas
- wedding chapel Dallas tx
- ranch wedding venues in DFW
- wedding chapels fort worth texas
- wedding venues near Weatherford tx
- Springtown texas events
- wedding venues in Decatur tx
- wedding venue Decatur tx
- oaknoll chapel
- oak knoll farming
- oak knoll acres
- rustic wedding venues in north texas
- chapels in texas
- fort worth rustic wedding venues
- barn wedding venue Dallas tx
- the oaks ranch barn weddings
- red barn ranch weddings
- barn weddings DFW
- wedding venues near Burleson tx
- wedding chapels in north texas
- rustic wedding chapel
- rustic ranch texas
- red barn ranch events
- wedding portrait easel
- wedding chapels in Dallas tx for small wedding
- wedding venues near azle tx
- ranch venues in DFW
- bridal portrait locations Dallas
- rustic wedding venues Weatherford tx
- wedding venue Springtown tx

- wedding venues in red oak tx
- wedding venues in wise county tx
- oak knoll ranch Springtown tx
- mineral wells wedding venues
- the springs wedding venue texas
- oak knoll wedding venue
- oak knoll employment
- oak knoll park wedding
- parker ranch wedding
- The gathered oaks event center
- true value Springtown
- oak knoll events
- directions to Springtown tx
- Springtown to Dallas
- seated makeup vanity
- wedding venues in Dallas tx area
- small wedding chapels in fort worth
- wedding venues in mineral wells tx
- fort worth barn wedding venues
- wedding chapel Weatherford tx
- forest wedding texas
- oak knoll ranch pricing
- knoll booth
- bridal portrait locations DFW
- the rustic ranch wedding and event barn
- cheap wedding venues in DFW tx
- ranch weddings Dallas tx
- red barn pavilion
- rustic wedding venues in fort worth tx
- red barn guest ranch wedding
- ranch wedding venues Dallas
- elegant wedding venues DFW

OAK KNOLL RANCH GOOGLE AD WORDS & SEO PLAN

Finally, on to the good stuff! *cracks knuckles*

1. Target Market:

- Are they a local market?
 - Local, within a 100-mile radius?
- Are they businesses, individuals or families?
 - Young couples looking to get married.
- Would they be searching for you on mobile, or from a laptop?
 - Both

- What level of knowledge do they have about your products?
 - Little to none.
- What do they want right now, when they are searching for you?
 - Beautiful venue for a wedding or other event.
- 2. What are my Customers Searching For?**
 - Keywords Already in use: see report above
- 3. What Does the Client Want Out of This Ad Campaign?**
 - Examples: Increased foot traffic, Increased website traffic, Online sales conversions, Lead generation, etc.
 - **Talk to the client about this**
- 4. How to Get the Customer to Take Action**
 - Can motivate action by making time-limited offers, exclusive discounts or other key USPs with a sense of scarcity.
 - Call to action is needed
- 5. What are the Competitors Doing?**
 - Research the competition by searching for the keywords we have chosen, or search for the competitors' names directly in Google.
 - Put together a **simple competitive analysis**. Then list out the strengths and weaknesses of their campaigns. Determine how you can outsmart them, to win more customers.
- 6. What's the Budget?**
 - Google AdWords are priced on a per-day basis.
 - Cost per Click is the method we will be using.
 - Start in the **\$20-50 a day range** and monitor success/failure as time goes on.
 - Discuss this with client
- 7. What's Our Time Frame?**
 - February to May 2020?
- 8. How Are We Measuring Success?**
 - Examples: Number of clicks to contest landing page, Number of email leads, Number of sales, Value of sales, or Return on Investment (ROI).
 - **Track using Google Analytics**

Meta Tags Used:

<meta name="title" content="Oak Knoll Ranch "/>

<meta name="keywords" content="oak knoll, wedding venues, Weatherford tx, Weatherford wedding venue, the oak wedding venue, Springtown, epigraph, wedding venue Burleson tx, wedding ranch near me, oak knoll ranch, rustic wedding venue DFW, rustic texas wedding venues, wedding venues in azle texas, wedding venues in azle tx, red barn retreats, rustic wedding venues Dallas, DFW wedding chapels, ranch for weddings in Texas, ranch wedding texas, wedding chapel Dallas tx, ranch wedding venues in DFW, wedding chapels fort worth texas, wedding venues near Weatherford tx, Springtown texas events wedding venues in Decatur tx, wedding venue Decatur tx, oaknoll chapel, oak knoll farming, oak knoll acres, rustic

wedding venues in north texas, chapels in texas, fort worth rustic wedding venues, barn wedding venue Dallas tx, the oaks, ranch barn weddings, red barn ranch weddings, barn weddings DFW, wedding venues near Burleson tx, wedding chapels in north texas, rustic wedding chapel, rustic ranch texas, red barn ranch events, wedding portrait easel, wedding chapels in Dallas tx for small wedding, wedding venues near azle tx, ranch venues in DFW, bridal portrait locations Dallas, rustic wedding venues Weatherford tx, wedding venue Springtown tx, wedding venues in red oak tx, wedding venues in wise county tx, oak knoll ranch Springtown tx, mineral wells wedding venues, the springs wedding venue texas, oak knoll wedding venue, oak knoll employment, oak knoll park wedding, parker ranch wedding, the gathered oaks event center, true value, Springtown, oak knoll events, directions to Springtown tx, Springtown to Dallas, seated makeup vanity, wedding venues in Dallas tx area, small wedding chapels in fort worth, wedding venues in mineral wells tx, fort worth barn wedding venues, wedding chapel Weatherford tx, forest wedding texas, oak knoll ranch pricing, knoll booth, bridal portrait locations DFW, the rustic ranch wedding and event barn, cheap wedding venues in DFW tx, ranch weddings Dallas tx, red barn pavilion, rustic wedding venues in fort worth tx, red barn guest ranch wedding, ranch wedding venues Dallas, elegant wedding venues DFW, the grove Aubrey tx, bella donna chapel, the country abbey, Noah's event venue, thistle springs ranch, fort worth country memories, Umbra Winery at La Buena Vida Vineyards, Azle Deer Cove, Hollow Hill Event Center, Dove Ridge Vineyard, The Orchard, Covered Bridge Venue, Stoney Ridge Village, Diamond H3 Ranch, Fort Worth Country Memories, the Springs Event Venue, A&M Gardens, Historic 512, The Big White Barn"/>
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<meta name="revisit-after" content="1 days"/>